



American Cancer Society Accomplishments 1946 - 2013

This list may not identify all of the accomplishments of the American Cancer Society (ACS), and ACS may not have been directly responsible for some of the milestones listed. However, the milestones are listed because either ACS was indirectly involved or the milestone addresses an issue that is critically important to the mission of the organization.

2010s

2013

- The 47th American Cancer Society-funded researcher is awarded the Nobel Prize. This represents an unmatched track record among non-profit cancer research funding programs. The work of these researchers and the over 900 currently funded investigators will continue to inform the area of cancer detection and diagnosis as well as treatment.
- In June, the Society for the first time publishes evidence-based lung cancer screening guidelines for certain people at high risk.
- For more than 65 years, research has been at the heart of the American Cancer Society's mission, and more than \$3.9 billion has been invested in cancer research to date,
- In May the American Cancer Society celebrates its 100th birthday, and renews its commitment to win the fight against cancer.
- We celebrate an overall 20% decline in cancer mortality rates since 1991.

2012

- In September, the Society moves from 12 separately incorporated geographic Divisions, a National Assembly, and a separately incorporated National Home Office to a single 501(c)(3) non-profit corporation governed by a single, strategic, fiduciary governing board.
- The 31 American Cancer Society Hope Lodges provide 260,000 nights of free lodging to more than 41,000 patients and caregivers, saving them \$26 million in lodging expenses.

2011

- Two more American Cancer Society-funded researchers win the Nobel Prize. This brings the total to 46 Nobel Prize winners who have received grant support from the Society early in their careers.
- \$148.5 million was invested in research. This included 240 new research grants and 60 health professional training grants.
- WhatNext was launched. Online at acs.whatnext.com, this is the world's first social network that provides complex matching for those affected by cancer. People are matched by cancer diagnosis, treatments, and other factors. They can share insights about their cancer journey, ask and answer questions, and learn from and support each other in a public forum.
- The Society built on work begun in 2010 to transform the organization, exploring ways to make the ACS more efficient and effective so that more lives can be saved.
- The Society was the lead sponsor of the highest-ever Relay For Life event when 14 cancer survivors journeyed to Mt. Everest's Base Camp to demonstrate that cancer survivors can face and conquer adversity.

2010

- In June the website, www.cancer.org, was redesigned to make our cancer information easier to find and navigate.
- We celebrate the passage of the Patient Protection and Affordable Care Act, which gives people facing cancer access to the care they need.
- In May the Society launches "Choose You," a program designed to motivate women to choose themselves and their health first, by taking steps to promote healthy habits, prevent cancer, and detect cancer earlier. (This program was phased out in 2012.)
- The Society, through work with its non-partisan advocacy affiliate, the American Cancer Society Cancer Action NetworkSM (ACS CAN), helps create healthier communities by protecting people from the dangers of secondhand smoke. As of January, 2011, 47.8% of the US population is covered by comprehensive smoke-free laws and 79.4% is covered by some sort of smoke-free law.
- The Society's journal, *Cancer Cytopathology*, launches a news section in the journal named *CytoSource*.
- The 31 American Cancer Society Hope Lodges provide 240,000 nights of free lodging to more than 32,000 patients and caregivers, saving them \$23 million in lodging expenses.
- Surveillance Research collaborates with the Global Health department to publish *Global Cancer Facts & Figures 2nd Edition*, an international companion to *Cancer Facts & Figures*.
- The Society's publishing department expanded from 21 titles in 2006 to more than 55 titles in 2010. The Society received more than 50 book awards for editorial and design excellence during this period.

2000s

2009

- The Society streamlines its tobacco cessation program and becomes the American Cancer Society Quit For Life[®] Program, (now operated by Alere Wellbeing). The program helps tobacco users make a plan to quit for good through its phone-based coaching and Web-based learning support service.
- Relay For Life[®] celebrates its 25th year. To mark this milestone, participants were asked to find an extra hour each day – a “25th hour” – to fight back against cancer.
- The Society’s journal, *Cancer*, is made available to over 20 million people world-wide through online access. It also launches a new ongoing news section named *CancerScope*, and is named one of the most influential journals of biology and medicine over the past 100 years by the Special Libraries Association in honor of their 100th anniversary. *Cancer* is the only oncology journal on the list.
- The Society’s journal, *CA: A Cancer Journal for Clinicians*, debuts a new cover look and internal design. It’s still available free to health professionals and online.
- The Centers for Disease Control and Prevention (CDC) presents the Society and the American Cancer Society Cancer Action NetworkSM (ACS CAN) with an outstanding partner award for continued support and contributions to the National Breast and Cervical Cancer Early Detection Program (NBCCEDP).
- Reach To Recovery[®] celebrates its 40th Anniversary, having recently completed a nationwide evaluation of the program, which has served hundreds of thousands of women in its 40-year history.
- The American Cancer Society Patient Navigator Program remains the largest oncology-focused patient navigator program in the country and expands to 140 sites nationwide.
- After years of work by the Society and the American Cancer Society Cancer Action NetworkSM (ACS CAN), the US Food and Drug Administration (FDA) gains regulatory control of tobacco. The FDA can regulate the sale, manufacturing, and marketing of tobacco products and protect children from tobacco marketing practices.
- The 29 American Cancer Society Hope Lodges provide more than 220,000 nights of free lodging to nearly 50,000 patients and caregivers, saving them more than \$19 million in lodging expenses.
- Two more American Cancer Society-funded researchers win the Nobel Prize. This brings the total to 44 Nobel Prize winners who have received grant support from the Society early in their careers, a number unmatched in the non-profit sector, and proof that the organization’s approach to funding young researchers truly helps launch high quality scientific careers.

2008

- The 60th Anniversary Issue of *Cancer* is published with content solicited from the current editors of the journal. The issue is made freely available online.
- *CA: A Cancer Journal for Clinicians* launches a 2nd journal Web site to expand the reach of the journal online. It's available at no cost to health professionals, and anyone can read full text articles, past and present, online for free.

2007

- The Society begins to expand its Patient Navigator Program, opening the first of 50 new sites planned over the next 5 years, thanks to a \$10-million gift from AstraZeneca.
- The Society and the American Cancer Society Cancer Action NetworkSM (ACS CAN) launch the nationwide Access to Care initiative to raise the issue's profile, a move in keeping with the Society's long history of educating the public about important cancer issues.
- The ACS Air Miles Program is created. This program has provided flights for more than 700 patients and caregivers, and has helped thousands of others find other free/low-cost air transportation options.
- The Personal Health Manager (PHM) is launched. This program is designed to help newly diagnosed cancer patients and their caregivers organize diagnosis and treatment information. The PHM content can be personalized to provide information and resources to address specific needs.
- Two more researchers funded by the American Cancer Society receive Nobel Prizes. A total of 42 winners of this highest accolade any scientist can receive have been supported by the Society.

2006

- For the first time in history, the actual number of cancer deaths in the United States declines, thanks in large part to the Society's groundbreaking work in cancer prevention, early detection, and treatment.
- The Society begins enrollment in the Cancer Prevention Study-3 (CPS-3), designed to help researchers better understand how to prevent cancer.
- The Society hosts the first back-to-back occurrences of the UICC World Cancer Congress and the 13th World Conference on Tobacco or Health in Washington, D.C. Some 8,000 participants from 139 countries gathered to share strategies for cancer and tobacco control.
- The Society's advocacy affiliate, the American Cancer Society Cancer Action NetworkSM (ACS CAN), brings together 10,000 cancer advocates – including more than 4,000 survivors – for Celebration on the Hill. During this landmark event, advocates met with lawmakers to urge them to sign the Congressional Cancer Promise, a pledge for more federal support of cancer research, prevention, and detection programs.

- Two more former American Cancer Society grantees are awarded Nobel Prizes. This makes a total of 40 Society-supported researchers who have attained this prestigious designation.
- The American Cancer Society Cancer Resource Network (CRN) is launched nationwide. It encompasses multiple delivery channels that allow cancer patients, survivors, and caregivers to reach the Society and get help managing their cancer experience.

2005

- To help cancer patients struggling with health insurance, the Society launches the Health Insurance Assistance Program in 10 states. This program provides easier access to unbiased information about available insurance options based on state and federal laws.
- First-time Relay For Life events are held in Portugal, Germany, Belgium, Mexico, and South Africa, marking the first ever Relay event on the African continent.
- The Society partners with the People's Republic of China on the world's largest breast screening trial, the Million Women Screening project.
- Thanks to the Society's advocacy volunteers, Congress passed and the President signed the Patient Navigator, Outreach, and Chronic Disease Prevention Act. This law makes it easier for medically underserved communities to gain access to care.
- The Society's journal, *Cancer Cytopathology*, becomes the *Official Journal of the American Society of Cytopathology* and becomes a benefit of membership to all members of that society.
- The Society becomes a member of patientINFORM along with the American Heart Association, the American Diabetes Association, and other voluntary health organizations and publishers. PatientINFORM is a free online service that gives patients and their caregivers access to some of the most up-to-date, reliable, and important research available about the diagnosis and treatment of certain diseases.

2004

- The American Cancer Society, American Diabetes Association, and American Heart Health Association join in an historic collaboration designed to inspire healthy lifestyle choices that reduce the risk of cancer, diabetes, heart disease, and stroke.
- Three American Cancer Society grantees receive the 2004 Nobel Prize in Chemistry for their groundbreaking work discovering how cells mark and then destroy unwanted proteins. This brings the total number of Society-supported researchers who have gone on to receive this honor to 38.
- The Society helps lead the effort to secure an estimated \$800 million in additional funding for the National Institutes of Health in fiscal year 2005 to support medical and scientific research.

2003

- American Cancer Society researchers, led by Eugenia Calle, PhD, conclude that overweight and obesity contribute to most types of cancer and could account for 14% of cancers in men and 20% of cancers in women.
- By 2003, Relay For Life[®] is held in nearly 3,400 communities nationwide and raises more than \$1 billion for the Society's cancer research, education, advocacy, and patient services programs.

2002

- Relay For Life[®] Celebration on the Hill unites volunteers representing every state and Congressional district in the country. More than 3,000 volunteer community ambassadors and thousands more volunteers and survivors join forces in Washington, D.C. to advocate for better laws to help all Americans fight cancer.
- The Society's call center (1-800-227-2345) responds to more than 1.3 million callers.
- *Cancer Facts & Figures* celebrates its 50th Anniversary.
- The Society's website, www.cancer.org, receives more than 3 million visitors.

2001

- The Society launches a new 501(c)(4) advocacy affiliate – the American Cancer Society Cancer Action NetworkSM (ACS CAN) – to provide new opportunities for voter education and direct advocacy for cancer legislation.
- The Society launches a new and improved Web site (www.cancer.org).
- The Society celebrates the 25th anniversary of the Great American Smokeout.
- Through its extramural research grants program, the Society (as of July 2001) has funded 184 research projects relating to breast cancer, totaling almost \$62 million.
- The House of Representatives passes the “Bipartisan Patient Protection Act,” also known as the Patients’ Bill of Rights. The House bill contains the same strong patient protections included in the Senate-passed bill. Access to clinical trials, continuity of care, and access to specialists are key parts of this bill.
- Walgreens, the nation’s largest drugstore chain, presents a check for \$1,374,000 to the Society in October. This represents contributions made during the “Hope Blooms with You” campaign to raise funds to help fight breast cancer. The contribution almost doubles the previous year’s \$700,000.
- Tobacco prevention and health allocation dollars at the state level increase by \$122.91 million.
- The Surgeon General issues *Women and Smoking*, a report detailing the health impact of smoking among women and girls. Lung cancer accounts for 25% of all cancer deaths among women.

- The Society has a representative on the Presidential Tobacco Commission, which issues its final report. Tobacco growers and public health advocates urge enactment of strong FDA regulation of the tobacco industry.
- The Society takes the lead in successfully convincing Congress to enact new legislation to extend Medicare coverage of colonoscopy to average-risk individuals age 50 or older.
- The Society leads the way to ensure strong coverage for colorectal screening. Six more states enact screening bills meeting Society requirements, bringing the total up to 14 states nationwide.
- 15 states adopt provisions ensuring coverage of the routine patient costs associated with clinical trials—up from 12 states the previous year.
- In just 10 months, the Society helps lead the effort to have 45 states take legislative action toward implementing the Breast and Cervical Cancer Treatment Act.
- A Nobel Prize is awarded to former Society grantee, Leland Hartwell, PhD, for insights that provided the foundation for understanding how normal cells divide and the mechanisms that lead to the uncontrolled growth of cancer cells.

2000

- In March, the Society takes part in the first National Colorectal Cancer Awareness Month. This is the start of a multiyear strategy to educate the public and encourage men and women aged 50 and older to get checked. The Society campaign includes the “Things to Do Now That I’m 50” advertisement series, featuring role models 50 or older, such as former professional basketball star Julius “Dr. J” Erving and fashion designer Vera Wang.
- The Society creates the first national paid awareness campaign specifically targeted to promote its breast cancer programs and services.
- The Society launches the Cancer Survivors Network, created by and for cancer survivors and families to address their need to connect with others who have been touched by cancer, share experiences, and support one another.
- Tobacco farmers sue cigarette makers for \$69 billion, claiming manufacturers conspired to undo federal systems regulating tobacco prices.
- The sequencing of the human genome is completed. Several Society grantees helped pioneer this research.
- Society Clinical Research Professor, Ronald Levy, MD, uses a DNA chip to differentiate 2 forms of lymphoma, only one of which responds to treatment. Now doctors can determine with almost 100% accuracy whether certain lymphomas will respond to treatment. This discovery also provides clues to developing therapies for less responsive forms of cancer.
- Society epidemiologists prove that long-term cigarette smoking is linked to an increased risk of death from colon cancer.
- Former Society grantee, Brian Druker, MD, reports stunning success in treating chronic myelogenous leukemia (CML) with a molecularly targeted pill called imatinib (Gleevec®).

- The Society launches the Campaign Against Cancer grassroots initiative to put cancer on the agenda of every major presidential candidate.
- The US Supreme Court finds that the FDA lacks authority to regulate tobacco as an addictive drug. The Supreme Court concludes Congress must pass legislation granting the FDA the authority to regulate tobacco.
- The Society helps secure \$300 million in new funds for comprehensive tobacco control, thanks to investments in state-based campaigns.
- The federal Breast and Cervical Cancer Prevention and Treatment Act (BCCPTA) is passed, which provides treatment for low-income women diagnosed with cancer.
- New York imposes fire-safety standards on cigarettes.

1990s

1999

- To spread the prevention message and get reliable cancer information to the public, the Society doubles its resources available on www.cancer.org and extends the cancer information line to be available 24 hours a day, 7 days a week.
- The Society launches Y2Kidz.org, an online think tank for youth designed to give insight into what kids think about issues related to cancer and its prevention.
- The Society works with the Cancer Research Foundation of America and the National Colorectal Cancer Roundtable to have March 2000 declared the first official National Colorectal Cancer Awareness Month by the US Senate.
- To raise awareness for prostate cancer among African American men, the Society conducts a national campaign featuring Harry and Shari Belafonte.
- The Society partners with 100 Black Men of America, Inc. in an aggressive outreach program called “Let’s Talk About It: A Prostate Health Education Program for African-American Men.”
- The Society celebrates the 30th anniversary of the Reach To Recovery program by conducting Expressions of Courage, a national juried art competition designed to celebrate the spirit of breast cancer survivorship. The winning piece, “Light, Grace, and Spirit,” by Mississippi artist Paula Temple, vividly depicts the breast cancer journey. It has been exhibited nationwide and featured on national television, furthering awareness of breast cancer diagnosis, treatment, and recovery.
- The Society teams with AirLifeLine, a national, non-profit organization that provides free air transportation for patients who cannot afford the cost of travel to medical facilities.
- Relay For Life, the American Cancer Society’s signature activity, takes place in more than 2,500 communities across the country.

- Nobel Prize in Physiology and Medicine is awarded to former Society grantee, Gunter Blobel, MD, PhD, in recognition of his discovery that proteins have intrinsic signals that govern their transport and localization in the cell.
- The Society targets up to 10% of its research grant expenditures to study cancer in poor and underserved populations.
- The Society funds more than \$100 million in cancer research and health professional training, a 7% increase over 1998.
- Through its advocacy efforts in 1999, the Society secures additional federal funding for cancer research, prevention, and early detection, as well as for quality cancer care for the medically underserved.
- Through Operation Settle Up, the Society helps secure nearly \$300 million in settlement money earmarked for state tobacco prevention and control programs.
- The American Cancer Society Action Network continues to grow, with more than 112,000 members throughout the country.
- The Society awards its largest single scientific research grant to date. Gary R. Morrow, PhD, of the University of Rochester, a new American Cancer Society Research Scholar, receives a 5-year grant for \$1.7 million for research into predicting the side effects of certain types of cancer treatment.
- The Society revises its website and doubles the number of resources it provides. New features include prevention and early detection information, information on health care providers and hospitals, a cancer drug database, and a state-by-state directory of cancer resources.
- The Department of Justice files suit against cigarette manufacturers, charging the industry with defrauding the public by lying about the risks of smoking.

1998

- The first overall decrease in cancer incidence rates is documented: the overall cancer incidence rates fell 5.7% between 1991 and 1995.
- The overall cancer 5-year relative survival rate improves to 58%. (In 1960, it was 37% for men and 39% for women.)
- The FDA approves the use of tamoxifen to reduce the risk of breast cancer following a report by former Society grantee Bernard Fisher, MD.
- The FDA approves the use of trastuzumab (Herceptin[®]), a monoclonal antibody developed by former Society grantee Dennis Slamon, MD, for treatment of certain breast cancers.
- Despite the US Senate's failure to enact national comprehensive tobacco control legislation, the tobacco industry reaches settlement with attorneys general in all 50 states in lawsuits to recover Medicaid costs of tobacco-related illnesses. Four states – Mississippi, Texas, Florida, and Minnesota – reached individual settlements with the industry. The other 46 states agreed to a joint settlement requiring annual industry payments to states totaling approximately \$206 billion through 2025.

- The Society begins collaborating with the National Cancer Institute, the Centers for Disease Control and Prevention, the National Center for Health Statistics, and the North American Association of Central Cancer Registries to produce the *Annual Report to the Nation on the Status of Cancer*, a peer-reviewed journal article that reports current information related to cancer rates and trends in the US.

1997

- The first overall downturn in cancer mortality rates is documented (source: NCI):
 - Overall cancer death rates fell 1.6% between 1991 and 1995.
 - Lung cancer for men fell 6.7% between 1991 and 1995.
 - Colorectal cancer fell 18.6% between 1973 and 1993 and 5.4% between 1991 and 1995.
 - Breast cancer fell 6.3% between 1991 and 1995.
 - Prostate cancer fell 6.2% between 1991 and 1995.
 - Testicular cancer fell 65.7% between 1973 and 1993.
 - Hodgkin disease fell 58.4% between 1973 and 1993.
 - Leukemia in children dropped 52.9% between 1973 and 1993.
 - Cancers in children (up to age 14) fell 44.4% between 1973 and 1993.
- The Society launches Reach To Recovery early support visits (pre-operative support for women who have a suspicious mammogram, or who have just been diagnosed with breast cancer and are looking at treatment options).
- Society-funded Thomas Cech, PhD, and Robert Weinberg, PhD, clone the gene for telomerase believed to be specific for cancer cells.
- Society-funded Judah Folkman, MD, and Timothy Browder, MD cure cancer in mice by blocking tumor blood supply with angiostatin and endostatin.
- The Society launches its new 800-number cancer information delivery system.
- State attorneys general reach a preliminary settlement with the tobacco industry on pending state lawsuits to recover Medicaid costs for treating tobacco-related illness.
- In response to petitions filed by the Society and other organizations, the Federal Trade Commission (FTC) files charges against RJ Reynolds Tobacco Company for unfair advertising practices, claiming that the “Joe Camel” advertising campaign encourages children to smoke. Shortly thereafter, RJR announces the elimination of Joe Camel from its advertising campaign.
- Medicare approves coverage for cancer screening exams, including:
 - Coverage for mammograms extended from biennial to annual coverage for Medicare beneficiaries age 40 and over, with the deductible waived

- Pap smear coverage extended to every 3 years, and annually for high-risk women, with deductibles waived for Pap smears and pelvic exams
- Coverage for colorectal cancer screening
- Coverage for prostate cancer screening to begin in 2000
- The Society launches *Cancer Cytopathology: A Section of the Journal Cancer* in print and online. The journal focuses on topics related to the role of cells and cell abnormalities in cancer.
- The Society's journal, *Cancer*, begins online publication, making its content available to a wider audience.
- The Society begins publishing books independently, with titles to help people cope with cancer treatment, live well after cancer, and stay healthy at any time. The initial title, *ACS Healthy Eating Cookbook*, remains a top-seller.

1996

- Society guidelines on diet, nutrition, and cancer affirm that one-third of all cancer deaths can be prevented through healthy eating and physical activity.
- The Health Insurance Reform and Accountability Act (Kassebaum/Kennedy) passes. This law allows workers who lose or change jobs to buy health insurance for themselves and their families. It also limits the ability of insurance companies to refuse to cover people with pre-existing conditions or genetic predispositions to disease.
- Society-funded Waun Ki Hong, MD, initiates a phase I trial of p53 gene therapy in lung cancer.
- Society-funded Mary-Claire King, PhD, and collaborators cure transplanted human breast tumors in mice with BRCA1 gene therapy. A phase I trial of BRCA1 gene therapy in human ovarian cancer begins.
- The FDA announces a new initiative to speed development and availability of new drugs, including anti-cancer therapies.
- The Study of Cancer Survivors – a nationwide, prospective, population-based, longitudinal study of the needs and quality of life of cancer survivors – is initiated by the Society's Behavioral Research Center.
- The FDA issues its final rule on regulation of tobacco, with provisions to:
 - Reduce access to tobacco products by children and youth
 - Ban advertising that appeals to children
 - Educate children about the dangers of tobacco
- The Society adopts Man To Man as a national program, a group program formed for the education and support of men with prostate cancer and their families. (This program was phased out in 2013.)

1995

- With support from the Foundation and the vision of ACS volunteer Lana Rosenfeld, the “*tlc*” *Tender Loving Care*[®] magalog (magazine-catalog) is published. It gives cancer patients and survivors easy access to affordable, quality products, like wigs, hats, and prostheses.
- The Society launches the Behavioral Research Center, directed by Frank Baker, PhD. It has since been described as a “national treasure.”
- The country’s first National Health Education Standards are developed.
- The American Cancer Society Breast Cancer Network, which coordinates all Society resources and programs fighting breast cancer launches.
- The Society launches its website, www.cancer.org.
- The Society participates in establishing the Intercultural Cancer Council (ICC).

1994

- The Society’s Man To Man[®] program begins, offering support and information to men with prostate cancer.
- Reach To Recovery[®] – a program where breast cancer survivors visit those who have been newly diagnosed to offer hope and help – celebrates its 25th anniversary. More than 13,000 volunteers are involved.
- The Society introduces a cancer risk prevention curriculum for children in grades 4 through 6 called “Do It Yourself: Making Healthy Choices.”
- The Society asks the FDA to reconsider regulation of tobacco products and prompts congressional hearings.
- The goals 2000: Educate America Act is passed, containing the following provisions:
 - An objective that all students will have access to physical education and health education
 - A requirement that tobacco be included in the drug and alcohol curriculum as part of comprehensive, sequential school health education
 - “The Pro-Children Act” providing smoke-free environments to children under age 18 by requiring that federally funded programs establish non-smoking policies whenever they provide health, day care, education, or library services to children
- The US Occupational Safety and Health Administration (OSHA) proposes regulations requiring smoke-free policies in 6 million workplaces under its jurisdiction. In the same year, the US Department of Defense, the world’s largest employer, bans smoking in all DOD workplaces.

1993

- The Family and Medical Leave Act (FMLA) passes. It entitles employees to take leave to care for a family member with a serious illness. This allows family members of cancer patients to participate in their care without jeopardizing their own jobs.
- The American Cancer Society's first Making Strides Against Breast Cancer[®] event is held in Boston. Between 1993 and 2002, the event will generate more than \$100 million for breast cancer research and services nationwide.
- The US Environmental Protection Agency (EPA) classifies environmental tobacco smoke as a Group A carcinogen (a known human carcinogen).
- Legislation passes allowing Medicare coverage for oral forms of intravenous cancer drugs and some off-label use of drugs for treating cancer.

1992

- From 1992 to 1998 the Society spends over \$100 million in research grants for breast cancer research. The Society spends more on breast cancer than on any other solid tumor site and is the largest non-governmental, not-for-profit source of support for breast cancer research.
- The Mammography Quality Standards Act passes, regulating mammography screening facilities, providers, and equipment.
- The Cancer Registries Amendment Act passes, establishing a national program of cancer registries.
- Of women older than 40, 60% report having had a mammogram (up 22% from 1979).

1991

- From 1991 to 1993, Society-funded Bert Vogelstein, MD, and Richard Kolodner, PhD, clone several genes for inherited susceptibility to colon cancer.
- Society-funded research shows that young children recognize Joe Camel as easily as Mickey Mouse, demonstrating that the cartoon character reaches an audience well under the legal smoking age.
- The American Stop Smoking Intervention Study for Cancer Prevention (ASSIST) Program launches. This is the world's largest demonstration project for tobacco control and is a joint effort between the Society and the National Cancer Institute (NCI).

1990

- The Americans with Disabilities Act (ADA) is passed. It prohibits discrimination against people with disabilities in employment, public services, public accommodations, and transportation. People with cancer or a history of cancer are protected under this law.

- Society-funded Mary-Claire King, PhD, localizes the BRCA1 gene for inherited susceptibility to breast cancer to a specific site on chromosome 17. (BRCA1 was cloned by Mark Skolnick at Myriad Genetics in 1994.)
- Society-funded Waun Ki Hong, MD, completes the first chemoprevention trial to show efficacy (a vitamin A analog against mouth and throat tumors).
- Society-funded T. Ming Chu, PhD, develops the prostate-specific antigen (PSA) test for screening and early detection of prostate cancer.
- The Society pushes legislation for clean indoor air acts in local communities, tobacco taxation, and elimination tobacco industry advertising targeting children.
- The Nutrition Labeling and Education Act passes, providing adequate and accurate nutrition labels on food products.
- The Breast and Cervical Cancer Mortality Prevention Act is passed. It provides grants to states to establish programs for breast and cervical cancer screening, case management, outreach, and education. Programs that serve low-income and underserved women are a priority.
- The Society drafts the first annual Congressional resolution designating October as National Breast Cancer Awareness Month.
- Legislation passes that includes Medicare coverage of screening mammograms for women older than 65 every 2 years.
- At the 7th World Conference on Tobacco or Health in Perth, Australia, Society representatives launch the “Trade for Life” program to fight aggressive marketing of cigarettes in developing countries.
- Society-funded E. Donnall Thomas, MD, receives the Nobel Prize for his work on bone marrow transplant as a cancer treatment.

1980s

1989

- The Society teams with the Personal Care Products Council (at the time called the Cosmetic, Toiletry and Fragrance Association, or CTFA) and the Professional Beauty Association | National Cosmetology Association to produce Look Good ... Feel Better[®], a program which helps women deal with the appearance-related side effects of cancer treatment.
- Legislation passes allowing Medicare coverage for Pap smears.
- Society-funded J. Michael Bishop, MD, and Harold Varmus, MD, receive the Nobel Prize for their discovery of oncogenes in normal DNA.

1988

- Society-funded Dennis Slamon, MD, discovers that too much HER-2/neu receptor is a feature of approximately 30% of the most aggressive breast cancers.

1986

- Society-funded Robert Weinberg, PhD, clones the first of some 20 now-known tumor suppressor genes, the retinoblastoma gene of a childhood eye cancer.
- The Surgeon General's Report concludes environmental smoke (secondhand smoke) is a cause of cancer in healthy non-smokers.

1985

- The first American Cancer Society Relay For Life[®] is held in Tacoma, Washington.
- Society-funded Edward Harlow, PhD, clones the mutant p53 gene.
- Society-funded Bernard Fisher, MD, demonstrates that lumpectomy plus radiation is equivalent to mastectomy for breast cancer survival.

1983

- Road To Recovery is adopted as a nationwide program of the Society. A group of dedicated Society patient service volunteers in central Massachusetts developed this concept in the mid-70s. It became one of the first systematic approaches to providing transportation for local patients in need.

1982

- The Society launches the Cancer Prevention Study II (CPS II) of 1.2 million volunteers to determine risk factors for cancer mortality. This study has demonstrated that
 - Diets rich in fruits and vegetables, and aspirin independently reduce risk of fatal colon cancer.
 - Post-menopausal estrogen replacement therapy reduces mortality from colon cancer, slightly increases death from ovarian cancer, and may slightly decrease risk of death from breast cancer.
 - Secondhand smoke increases mortality from lung cancer and heart disease.
- Society Clinical Research Professor Ronald Levy, MD, first successfully treats cancer (lymphoma) with a monoclonal antibody.
- The Society joins with the American Heart Association and American Lung Association to form the Coalition on Smoking OR Health to advocate for federal tobacco control policy, including strengthened warning labels on cigarettes and smokeless tobacco; FDA regulation of tobacco; restrictions on tobacco advertising; increases in the federal tobacco excise tax; and

smoking restrictions in public places, including airlines, trains, buses, hospitals, and federal buildings.

1981

- Society Research Professor Robert Weinberg, PhD, isolates the HER-2/neu oncogene from a rat brain tumor.
- Cancer camps for children open.

1980

- Early detection guidelines for breast cancer are developed.
- Society-funded E. Donnall Thomas, MD, pioneers the technique of bone marrow transplantation to treat cancer.
- Society-funded Walter Gilbert, MD and Maxine Sanger, PhD, receive the Nobel Prize for their work on DNA sequencing.
- Society-funded Paul Berg, PhD, gets the Nobel Prize for his work in gene cloning.

1970s

1979

- The Society begins I Can Cope[®], a group program conducted by trained health care professionals for cancer patients and their families and friends.
- Society-funded Robert Weinberg, PhD, demonstrates the first biologically active human oncogene from a human bladder cancer.
- Society-funded Arnold Levine, MD, and David Baltimore, PhD, discover the p53 protein; later shown to be a mutated tumor suppressor gene in more than half of all cancers.

1978

- Society-funded Tony Hunter, PhD, and Bart Sefton, PhD provide the first clue to the biological function of an oncogene, in this case an enzyme involved in cellular communication.
- Society-funded Clara Bloomfield, MD, demonstrates chromosome rearrangement in leukemia and opens up the field of cytogenetics.
- Tamoxifen is approved by the FDA for treating estrogen receptor-positive breast cancer. Society-funded Bernard Fisher, MD, Richard Love, MD, and V. Craig Jordan, PhD, develop and carry out the first trial of tamoxifen to prevent recurrence in breast cancer survivors.
- Society-funded Walter Gilbert, MD and Maxine Sanger, PhD, develop a technique to sequence DNA.

- The Society becomes accredited to offer Continuing Medical Education (CME) by the Accreditation Council for Continuing Medical Education (ACCME). Being accredited allows the Society to offer learning opportunities to physicians in the form of conferences and other activities. Physicians attending these conferences are able to take quizzes on the information presented and receive CME credit which can be used to fulfill their annual learning requirements to keep their licenses current.

1977

- The Society's first annual Great American Smokeout[®] publicizes the dangers of smoking with the media and the general public.

1976

- Society-funded J. Michael Bishop, MD, and Harold Varmus, MD, discover proto-oncogenes in normal DNA, suggesting that a normal gene already present in the cell has the potential of becoming an oncogene (cancer-causing gene).

1974

- Society-funded V. Craig Jordan, PhD, shows that tamoxifen can prevent breast cancer in rats by binding to the estrogen receptor.

1973

- Society-funded Paul Berg, PhD, clones the first gene.

1972

- The Society awards a grant to Judah Folkman, MD, to study blood vessel formation in tumors.

1971

- The Society plays a leading role in the passage of the National Cancer Act, which is considered the most dramatic piece of health legislation ever enacted, and leads to federal funding for cancer research rising from \$4.3 million in 1953 to an estimated \$2.7 billion in 1998.

1970

- The Society awards \$3 million for the development and testing of the first biological therapy, alpha interferon, now used in the treatment of some forms of leukemia and childhood Wilms tumor of the kidney.
- Epidemiological evidence analyzed by Brian McMahon, MD, shows that breast cancer is related to the length of a woman's lifetime exposure to reproductive hormones.
- Joseph Bertino, MD, and Robert Schimke, MD, work out the mechanisms of drug resistance.

- The first cancer-causing gene, or oncogene, is identified by Society grantee Peter Vogt, PhD, in a chicken tumor virus.
- The Surgeon General concurs with the findings of Society research irrefutably linking cigarette smoking to cancer.
- The Society invests more than \$1 million to demonstrate that mammography is the best tool for detecting breast cancer early.
- The first American Cancer Society Hope Lodge opens in Charleston, SC.

1960s

1969

- The Society launches the Reach To Recovery[®] program, through which trained breast cancer survivors offer hope and help to women facing the disease.

1968

- Donald Pinkel, MD, uses high-dose radiation to prevent central nervous system cancer relapses and achieves a 35% cure rate in childhood leukemia.

1966

- Elwood Jensen, MD, and Eugene deSombre, PhD, describe the existence of protein receptors that bind to sex hormones and carry out their functions.
- Henry Lynch, MD, describes the first hereditary cancer family syndrome.
- Society-funded Charles Huggins, MD, receives the Nobel Prize for his work showing that both prostate and breast cancer are related to sex hormones.

1962

- Society-funded researchers Hamilton Smith, MD, and Daniel Nathans, MD, discover restriction enzymes. Although the importance of this discovery was not realized for 10 years, it was crucial to the later development of genetic engineering and gene cloning. Both Society-funded researchers win the Nobel Prize in 1978.
- Society-funded James Watson, PhD is awarded the Nobel Prize for his discovery of the double helical structure of DNA in 1960.
- The Society takes a leading role in challenging and eliminating tobacco advertising.
- The Society crusades to gain acceptance of the Pap test, developed by George Papanicolaou, MD, PhD. The widespread adoption of this simple test has resulted in more than a 70% decrease in death from cancer of the uterine cervix.

1950s

1959

- The Society's Cancer Prevention Study I (CPS I) begins, which shows that cigarette smoking leads to early death from lung cancer. Data from this study and the subsequent 1982 study involves 2 million people and has been used in more than 100 other research studies.

1955

- Society-funded Charles Huggins, MD, pioneers early work showing that both prostate and breast cancer are related to sex hormones.
- Society-funded Emil J. Freireich, MD, and colleagues design the first scientific clinical trial for combination cancer chemotherapy; by 1962 they achieve a 15% cure rate in childhood leukemia.

1954

- The Society's Hammond-Horn study shows the first link between smoking and lung cancer.

1953

- Society-funded James Watson, PhD, with Francis Crick, PhD, establish the double helical structure of DNA.
- Radiation therapy is first used to ease pain from cancer and is later shown to cure some types of cancer.

1952

- The first year of publication of *Cancer Facts & Figures*, an annual collection of statistics on cancer occurrence, deaths from cancer, and survival after diagnosis.

1950

- The Society launches its flagship journal, *CA: A Cancer Journal for Clinicians*. This peer-reviewed journal has become the most widely circulated oncology journal in the world, providing a diverse audience of health care professionals with up-to-date information on all aspects of cancer diagnosis, treatment, and prevention.

1940s

1948

- The Society launches the new journal, *Cancer: An Interdisciplinary International Journal of the American Cancer Society*. The journal publishes peer-reviewed studies about cancer treatments, causes, prevention and early detection, diagnosis, and quality of life.

1947

- Society-funded Sidney Farber, MD, produces remission in childhood leukemia with an anti-folate drug, aminopterin, the first successful chemotherapy treatment for childhood cancer.

1946

- The Society research program begins with \$1 million raised by Mary Lasker.
- Wendell Stanley, PhD, becomes the first Society-funded researcher to win the Nobel Prize (for crystallizing a virus to demonstrate its structure).
- Society-funded Hermann Joseph Muller, PhD, earns the Nobel Prize for his discovery that radiation causes cell mutations.

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